



No. 1-1/2013-R&C [CFA]

Dated: 17-07-2013

Circular R&C-CFA No. 23/13-14

Subject: Re-launch of promotional scheme to offer 3G data card (3.6 Mbps) at reduced sale price as a back-up to the ADSL postpaid Broadband customers under ADSL Broadband plan in all the circles on promotional basis for a period of 90 days – reg.

Kindly refer T&C-CM circular no. 61/12-13 dated 17-09-2012 vide which promotional scheme to offer 3.6 Mbps 3G data card as a back-up to ADSL broadband connectivity at reduced sale price to the existing and new ADSL Broadband customers in all the circles was launched. Kind reference is also invited to this office letter no. 1-1/2012-R&C [CFA] (circular no. 65/12-13) dated 28-02-2013 vide which the above scheme was re-launched on promotional basis for a period of 90 days.

- Now it has been decided by the competent authority to **re-launch** the above scheme **in all the circles with immediate effect** for a period of 90 days. The details of the scheme shall be same as issued vide T&C-CM circular no. 61/12-13 dated 17-09-2012.
- The above promotional scheme shall be available **in all the circles with immediate effect on promotional basis for a period of 90 days.**
- Circles are advised to popularize the scheme by giving it a wide publicity.
- All other terms and conditions currently applicable to Broadband customers and 3G data card customers shall remain unchanged.
- All the circles are requested to send the fortnightly report as per the following Performa:-

Total no. of data cards sold under the scheme till date	No. of Data cards sold to new BB customers	No. of Data cards sold to existing BB customers	Effect of the scheme on disconnection rate of ADSL Broadband

The report may be sent by e-mail at broadbandbsnlco@gmail.com and by FAX at 011-23734284 on 1st and 16th of the following month without fail.

- This circular is issued based on the approval of the Competent Authority in Broad Band cell File No. 64-56/09-Broadband/Pt.3. For queries/clarification in respect of above tariff, if any, the communication may be addressed to Sr. GM (NWP-BB), C.O., BSNL, New Delhi.

(K.K.Jain)
AGM (T&C)-CFA

To
All CGMs –Telecom Circles / Metro Telephone Districts.

Copy for information to: -

- CMD, BSNL.
- Directors (CFA / CM / ENT / HR / FIN) on BSNLs Board.
- PGM Regulations for information and necessary action.
- GM (CIT), CO BSNL – for placement on BSNL Website.
- GM (NWP-BB)-CFA, CO BSNL w.r.t case mark: 64-56/09-Broadband/Pt.3 carrying the approval of the Competent Authority in the matter. It is requested that necessary action may be taken regarding website updation.
- CGM (ITPC), Pune for necessary changes in CDR/billing systems.
- GM (BBNW), Bangalore NOC, East Telephone Exchange Building, Lazar Road, Near Bangalore east Rly Station Bangalore.
- Guard File.

(S.S.Verma)
DM (T&C)-CFA